



**NEIGHBORHOOD ENHANCEMENT COMMISSION
REGULAR MEETING
Wednesday, May 9, 2007
Civic Center Conference Room
3rd Floor One Civic Center
7447 E. Indian School Road**

PRESENT: Christine Schild, Chair
Aaron Kern, Vice-Chair (left at 7:46 p.m.)
Patricia Badenoch, Commissioner
Jeff Kidder, Commissioner
Cristina Lenko, Commissioner
Jim Pompe, Commissioner

ABSENT: John Horwitz, Commissioner

STAFF: Joanie Mead, Neighborhood Education Manager

GUEST: Marilyn Armstrong, Former Commissioner

CALL TO ORDER/ROLL CALL

Chair Schild called the meeting to order at 5:41 p.m. A roll call confirmed the presence of Commissioners as noted above.

1. Approval of March 14, 2007 and April 4, 2007 Minutes.

COMMISSIONER KIDDER MOVED TO APPROVE THE MINUTES OF THE MARCH 14, 2007 AND APRIL 4, 2007 MEETINGS. COMMISSIONER BADENOCH SECONDED THE MOTION, WHICH CARRIED WITH A VOTE OF SIX (6) TO ZERO (0).

**2. Historical Perspective of the Neighborhood Enhancement Commission—
Discussion with former Commissioner Marilyn Armstrong**

Chair Schild introduced Ms. Armstrong as one of the original members of the Neighborhood Enhancement Commission. Ms. Armstrong stated that the organization was initiated in 1987 as a result of a suggestion she made at a joint City Council and neighborhood meeting. She asked if there was something they could do

to acknowledge and/or reward people while making them feel good about their neighborhood through a program. As a result City Council directed Mr. Pat Dodds to work with Ms. Armstrong on creating such a program.

Ms. Armstrong reported that in September 1987 she received the go-ahead to start the Neighborhood Beautification Awards Committee. Over the next three or four years they crafted a program that would recognize citizens for doing an exemplary job taking care of their property.

Ms. Armstrong noted that they had to find a way to ensure that both the north and south Scottsdale neighborhoods were included in the program. She recalled that approximately one year before they became a Commission their name changed to the Neighborhood Enhancement Committee. In late 1990 or early 1991 they officially became a Commission and created their mission statement.

Programs Initiated:

Ms. Armstrong stated that they initiated the matching funds program and the City purchased a house on Rancho Vista through Community Development Block Grant (CDBG) funds. The house was remodeled with donated labor/materials and provided tours for many months before being sold to a qualified housing program participant. Ms. Armstrong pointed out that the house project demonstrated how an older home could be updated into a very modern attractive home.

Ms. Armstrong highlighted another one of the Committee's first projects in Peaceful Valley relating to ball field lighting. At the same time as that project, a condominium project went through the Development Review Board (DRB) without providing notification to the public that the developer proposed windows looking down into the Peaceful Valley neighborhood.

Ms. Armstrong explained that eventually a compromise of replacing the windows with glass blocks was reached, once the neighbors voiced their opposition to the plan. She noted that the Committee pursued DRB notification once they were informed of the condominium project and issues.

Ms. Armstrong reported that the awards program motivated citizens to nominate their neighbors. City Council reviewed the nominations and awarded the winner a sign in the shape of a house and a certificate of recognition. This predated the Scottsdale Outlook Awards program.

Ms. Armstrong recalled that when Mr. Dodds was the liaison the Committee took trolley rides on different Saturdays to distribute a variety of t-shirts to instill pride in the neighborhoods. She presented samples of the t-shirts they distributed stating that APS eventually partnered with them and printed the t-shirts for them. Chair Schild suggested that Ms. Mead place the t-shirt samples in a historic archive.

Ms. Armstrong recalled that they had philosophical discussions producing excellent information that eventually migrated over to the Scottsdale Pride Committee. She opined that the Neighborhood Enhancement Commission had a narrower focus enabling it to mine through the different layers of city ordinances in order to make deep, good improvements to neighborhoods.

In response to Ms. Armstrong's inquiry regarding the Outlook program, Ms. Mead stated that they recently discussed rejuvenating the program. Ms. Armstrong pointed out that she sensed a greater self-esteem in the citizens she has spoken to regarding their neighborhoods as a result of the recent revitalization.

Ms. Armstrong argued that they were on the brink of a real renaissance and the Commission should craft new programs that rekindle a fondness of older neighborhoods. She presented the Committee's first application, initial report, and recommendations to City Council from 1990 and stated that she would be glad to provide any other history.

Ms. Armstrong presented the awards program's nomination form and certificates, stating that the Commission should find a way retain the historical resources before they are lost.

Discussion:

In response to Commissioner Pompe's inquiry regarding the city's museum, Ms. Armstrong opined that city staff turnover might result in the loss of the city's history and pointed out that John Faramelli and Don Hadder were great historical resources.

In response to Commissioner Badenoch's inquiry regarding current development, Ms. Armstrong stated that she was on the Transportation Citizens Committee since she was concerned about traffic. She recommended that the Commission get behind projects that promote street trees and make major arteries pedestrian-friendly.

Chair Schild recalled a suggestion to move the sidewalk off the street in the area south of Roosevelt. She elaborated that city staff commented this would be an impossible task.

Ms. Armstrong agreed with part of Chair Schild's comments and noted that a maintenance nightmare was created when the sidewalks were installed. She expressed her hope that the Commission would help protect older neighborhoods from the effects of future impacts.

Ms. Armstrong suggested that the city become greener and find ways to make neighborhoods more livable through the creation of means for citizens to maneuver through the city without having to drive. Discussion ensued regarding neighborhood art.

Green Building Project:

Vice-Chair Kern invited Commissioners to consider developing a new green building program where an older home was converted into a new green building. Chair Schild recalled that there used to be an APS demonstration house on Greenway that sold and there was also a demonstration house located in the back of the Desert Botanical Gardens.

In response to Chair Schild's inquiry regarding the project being a LEED certified green demonstration house, Vice-Chair Kern clarified that he was suggesting converting an older home in central Scottsdale to lead the way for others by their example.

Vice-Chair Kern pointed out that the main theme of Ms. Armstrong's successes was the fact that they worked their way up from neighborhoods to the city. Ms. Armstrong opined that it would be more difficult to do the things they did 15 years ago and

recommended that the Commission not underestimate its power, knowing that there would be many people supporting them.

In response to Vice-Chair Kern's inquiry about how the Committee and the city handled corporate partnership funding on the CDBG project, Ms. Armstrong responded that they had a great response and the project attracted a variety of contractors eager to cooperate and accept recognition through signage.

In response to Commissioner Pompe's inquiry regarding changing people's view of south Scottsdale, Chair Schild responded that the two different classes of people in the world were "thrive downtown" and "suburban".

Traffic/Transportation Issues:

Ms. Armstrong reported that the city began to feel the effects of people's views when McCormick Ranch was developed and commented that when she was on the Planning Commission she noticed that the main comment by people was they hated traffic. Discussion ensued regarding the differences of opinions based on residence locations.

In response to Commissioner Badenoch's inquiry regarding Chaparral Road, Ms. Armstrong opined that a row of homes would have to be removed eventually. Discussion followed regarding the city approving spot removals without having a major transportation plan in place.

Ms. Armstrong reported that CityShape 2020 came up with six guiding principles that properly involved everyone throughout a project as it progressed to the city and motivated people to look at the big picture. She stated that the big picture was to include: advance transportation, enhance neighborhoods, economic vitality, seek sustainability, value Scottsdale's unique lifestyle and character and preserve meaningful open space.

A lengthy discussion ensued regarding the City's transportation issues and traffic solutions by other cities such as the light rail system, trains, and express buses with dedicated lanes. Ms. Armstrong argued that it would take decades before the city would adapt to the light rail. Commissioner Pompe stated that light rail was an economic issue rather than a transportation issue.

Ms. Armstrong suggested that the Commissioners attend the upcoming Transportation Commission meeting in May to find out more about the widening of Chaparral Road.

In response to Commissioner Badenoch's inquiry regarding the Citizen's Committee participation in the Papago Park project, Ms. Armstrong stated that it would be part of the bike element.

Ms. Armstrong thanked the Commission for the opportunity to share the roots of the Neighborhood Enhancement Commission and what the motivations were in the beginning.

3. Continued discussion of Neighborhood Enhancement Commission Action Plan

Chair Schild explained the action plan discussion was a continuation of the retreat discussion and requested that the Commission refer to page 10 of the minutes for a

review of the suggested Commission activities. Ms. Mead presented a one-page synopsis of the suggested commission activities on page 10 and the seven top categories listed on page 11.

Chair Schild directed the Commission to begin the discussion by asking themselves “where do we want to go from here?”

Commission/Board Collaborations:

Commissioner Kidder suggested that they collaborate with other Commissions and Boards since there appeared to be overlapping goals. In response to his inquiry regarding the Scottsdale Pride Committee’s Chair and staff liaison attending one of the Commission’s meetings, Chair Schild agreed and suggested that they arrange a joint special meeting.

Chair Schild reported that the Housing Board also requested a joint meeting to address housing affordability. Commissioner Lenko suggested that they partner with the Transportation Commission to address the impact of traffic on neighborhoods. She pointed out that she had worked specifically with neighborhoods during her past seven years collaborating on the light rail transit project.

In response to Chair Schild’s inquiry regarding the status of the Transportation Master Plan, Commissioner Lenko reported that it would not be ready for City Council until early next year. Discussion ensued regarding collaborating with the Transportation Department on identifying the neighborhoods to be impacted by the Master Plan.

Chair Schild suggested that they arrange a series of public hearings with the affected neighborhoods to collect information on what the citizens see as problems. She stated that once the problems were identified the Commission could work with the Transportation Commission on creating potential solutions.

In response to Ms. Mead’s inquiry regarding solutions in terms of the NEP program, Chair Schild explained that the solutions might be the result of Commission recommendations to City Council prior to considering the approval of the Transportation Master Plan.

Chair Schild suggested that they invite Deputy City Manager Ed Gawf to the meeting. Ms. Mead pointed out that once the Commission identifies what it wants to accomplish over the next year, they can then prioritize which Commissions/Boards they want to meet with and why.

Chair Schild provided a synopsis of the collaboration discussion as follows:

1. **Collaborate with the Scottsdale Pride Committee to figure out overlapping efforts and reconstitute the awards program.**
2. **Collaborate with the Housing Board on the affordable housing project.**
3. **Collaborate with the Transportation Commission on the Master Plan neighborhood impact.**
4. **Collaborate with the Green Building Commission to initiate a LEED demonstration house project.**

The consensus of the Commission was to pursue a demonstration house project and the marketing opportunities it would generate. Commissioner Pompe expressed his interest in purchasing a home in downtown Scottsdale to renovate. He recommended that they create a LEED certified green demonstration house and leave it available for preview for at least one year. In response to Commissioner Lenko's suggestion that they renovate Commissioner Pompe's recommended home, he stated that he would pursue it on his own to prevent any conflict of interest.

Commission Parameter Discussion:

Vice-Chair Kern argued that the Commission needs to research how such a project would correlate with the purpose and powers of the Neighborhood Enhancement Commission as laid out in the ordinance.

Chair Schild reminded the Commission of the retreat discussion by the original Commissioners regarding the intended purpose of the Neighborhood Enhancement Commission. She also commented that Ms. Feld attended the retreat to request that the Commission be an advocate for unheard neighborhoods.

Discussion followed regarding not rewriting the ordinance. Commissioner Pompe explained that although the Commission should stay true to form, taking an activist role in order to really impact the city sounds exciting. Chair Schild agreed that the green demonstration house project has possibilities outside of the norm.

Chair Schild expressed her interest in working with neighborhoods to proactively affect the Transportation Master Plan. Commissioner Lenko agreed with Chair Schild, explaining that the timing of the Master Plan should make the collaboration a priority.

Vice-Chair Kern argued that the Commission was going out of its purview and suggested that they prepare a letter for submission to City Council relaying anything reported on a neighborhood's dissatisfaction. He expressed his concern about the Commission's limited time and requested that they stay focused on its core goal of helping struggling neighborhoods or involvement in the CPTED program.

Chair Schild recommended that they participate in reforestation of south Scottsdale. Commissioner Badenoch argued that too many people were already involved in the Transportation Master Plan. Commissioner Lenko opined that a joint meeting with the Transportation Commission with a follow-up letter to Council was not a big commitment.

Chair Schild argued that the Commission should see how the Master Plan develops and see if neighborhood concerns are being addressed before getting involved. Commissioner Kidder suggested that the discussion return to the suggested Commission activities from the retreat.

Chair Schild summarized that popular activities included the protection of neighborhoods by staying ahead of development, participating in the neighborhood planning process, and crime prevention through environmental design (CPTED).

Safety through Environmental Design:

Vice-Chair Kern reported that south Scottsdale Police Officers informed him that there were no recent break-ins. He opined that the Commission should focus on multifamily condo project safety or lighting issues.

Chair Schild reported that many neighbors suggested stop signs with speed humps and/or street lighting when questioned during canvassing events. She suggested that the Commission research the appropriate level of street lighting that meets current guidelines.

In response to Commissioner Badenoch's concerns about bright lights, Vice-Chair Kern stated that they could promote the best lighting available to improve safety without impacting the neighborhood negatively. He elaborated that the options would include low impact lights, pathway lighting, gaslights, and the different types of lighting.

A lengthy discussion followed regarding existing street lighting in south Scottsdale and how they could be improved to increase safety. Chair Schild opined that the Commission could recommend the building codes be changed to reflect a specific standard that addresses the lighting and safety issues.

Plan of Action:

Commissioner Kidder summarized the Commission's top three goals as being:

- 1) collaborating with other Boards/Commissions that affect the quality of life in neighborhoods,
- 2) crime prevention through environmental design,
- 3) identify unsafe areas in the city.

Chair Schild elaborated that they need to clarify whom to collaborate with, define environmental design to include lighting and landscaping, and research the possibility of a LEED demonstration house.

The consensus of the Commission was to focus on the summarized top goals as relayed by Commissioner Kidder and Chair Schild.

Chair Schild pointed out that Scottsdale Pride and the Housing Board were the closest groups with goals overlapping the Commission's goals. She suggested that they invite Officer Ruffennach and Bruce Wall to help formulate a plan for identifying neighborhood safety issues. Follow-up meetings with other Boards/Commissions will bring forth the other safety issues. Vice-Chair Kern agreed that it was a great plan of action.

Commissioner Pompe suggested that they ask Commissioner Lenko for an overview of Scottsdale Pride projects to see if there is an overlap before scheduling a meeting. Commissioner Lenko expressed her concern that they would spend half the year just having meetings.

Upon further discussion of the matter, the Commission identified a priority list of joint meetings:

- Scottsdale Pride Committee
- Housing Board

- Transportation Commission
- Green Building Advisory Board
- Parks and Recreation Commission

In response to Vice-Chair Kern's inquiry regarding tree related collaborations, Chair Schild reported that Scottsdale already partners with the Arbor Day Foundation. Commissioner Badenoch suggested the Daughters of the American Revolution.

Discussion ensued regarding a tree-planting project being a city program designating the location and type of trees to be planted and maintained by homeowners.

Chair Schild pointed out that the only goal having the consensus of the Commission was CPTED. She argued that identifying unsafe areas in Scottsdale was just a subsection of the CPTED goal.

Ms. Mead suggested that they ask Bruce Wall to identify which areas already had lighting surveys that have not yet applied for funding through the NEP program.

Commissioner Lenko pointed out that the Transportation Master Plan was controversial and the Green Building idea would be a feel-good project. Chair Schild recommended that Transportation be tabled until the fall and Ms. Mead suggested that they arrange an update presentation by the Transportation Commission staff.

4. Discussion regarding possible update of Commission Bylaws

COMMISSIONER KIDDER MOVED TO TABLE THE POSSIBLE UPDATE OF COMMISSION BYLAWS TO THE JUNE 2007 MEETING. COMMISSIONER LENKO SECONDED THE MOTION, WHICH CARRIED WITH A VOTE OF FIVE (5) TO ZERO (0).

5. Discussion regarding the approval process and hearing dates for the Neighborhood Enhancement Partnership (NEP) program applications, Spring 2007

Ms. Mead reported that July 9, 2007 was the target date for the NEP cases to go to City Council and they would not have confirmation until next week. She stated that the applicants would be notified to attend the Neighborhood Enhancement Commission and City Council meetings. Ms. Mead mentioned a possible sixth applicant who was not ready for the meeting.

Commissioner Pompe suggested that the Commissioners drive by and check out applicant properties in order to prepare for the grant meeting. Commissioners Lenko and Badenoch agreed to review properties together.

Chair Schild noted that was a requirement of the bylaws and recalled that during the last grant application they approved a grant for an applicant who did not show up, which was in violation of the bylaws. She argued that if they do not show up, their grant must be tabled until the next grant cycle.

Ms. Mead stated that she would send packets with the grant applications enclosed to the Commissioners two weeks prior to the June 7, 2007 meeting. Chair Schild

directed the Commissioners to return the grant applications after the June meeting for use by City Council.

6. Staff and Commission Updates (A.R.S. § 38-431.02 (K)).

Ms. Mead presented the Southern Scottsdale Investment Activity report provided by Ms. Register after the retreat.

Ms. Mead provided a recap of the 2006 NEP projects explaining that an update would be provided whenever an approved NEP grant comes in for reimbursement. She reported that the Desert Shadows project came in during the past month for reimbursement.

Ms. Mead reported that the actual balance of the NEP account after subtracting all outstanding approved NEP grants is \$46,558.50. She pointed out that they still had money left over in the Rock the House carryover.

Ms. Mead reported that they were awaiting City Council's approval of the Commission's budget request to make Rock the House a separate account and the request to increase the NEP program funding to \$100,000.

Ms. Mead stated that she discussed ride alongs with Code Enforcement with Malcolm Hankins and he said he would need several days' notice. Any weekday, with the exception of Tuesday, between 9:00 a.m. – 3:00 p.m. would work best. She directed Commissioners to contact Bonnie Blackmer to schedule their ride along.

Ms. Mead reported that she received a call from a LISC representative regarding the Commission being invited to an upcoming event. She agreed to email the Commissioners once she had more information.

7. Open Call to the Public (A.R.S. § 38-431.02)

No members of the public wished to address the Committee.

8. Next Meeting Date and Future Agenda Items

Chair Schild requested that Anthony Floyd be invited to discuss the possibility of a LEED demonstration house from 4:30 – 5:30 p.m. at the June 7, 2007 meeting followed by grant approval. Ms. Mead reported that there would be five applications before the Commission for approval and staff planned on getting the grant recommendations on City Council's consent agenda for July 9, 2007.

Ms. Mead reported that Commissioner Lenko asked whom she could contact regarding Village Planning and she directed her to call John Lusardi in the Planning Department. Ms. Mead then received a call from Carrie Wilhelme in the advanced planning department, who stated that she wishes to attend an upcoming Commission meeting to discuss the General Plan, Community Area Planning, and what the Commission's involvement could be in these processes.

Discussion ensued, clarifying that the July 4, 2007 meeting would be rescheduled to July 11, 2007 due to the conflicting holiday. Chair Schild directed staff to schedule Ms. Wilhelme from Community Planning to the July 11, 2007 for a discussion on the Commission's role in the development of community/village planning concepts in Scottsdale.

The Commission agreed to schedule the August 1, 2007 meeting with August 8, 2007 being an alternate date should there be a scheduling conflict. Chair Schild suggested that staff invite Bruce Wall to the August meeting to discuss lighting surveys and identification of neighborhoods in need of funding.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 8:30 p.m.

Respectfully submitted,
AV-Tronics, Inc.